

Home Furnishings Calendar 1949

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 7- April 30	WINDOW DISPLAYS A group of three Easter window displays by students in the Display and Interior Decoration Classes has just been opened to the public. Hours: 9 A.M. to 9 P.M. weekdays; 9 A.M. to 5 P.M. Saturdays. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL	1680 BROADWAY
Thursday April 7 Just out	HOUSEHOLD BOOK Home maintenance and repair are fully discussed in this illustrated, 889-page book - "Woman's Home Companion Household Book," edited by Henry Humphrey. In addition, the book devotes many chapters to sound decorating advice: room arrangement, color schemes, painting, wallpapering, upholstery and so on. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO., INC.	14 WEST 49TH STREET
Thursday April 7 Just out	BOOK ON OLD GLASS "The ABC'S of Old Glass" by Carl W. Drepperd, author of "The Primer of American Antiques" deals with blown, pressed, cut, Bohemian and many other kinds of old glass and has more than 700 illustrations. Mr. Drepperd is an authority on the subject. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO., INC.	14 WEST 49TH STREET
Thursday April 7 Going on	NEW DESSERT MAKES DEBUT A new pre-cooked dessert, called Amazo Instant Dessert, is being introduced in New York for the first time. It requires no cooking, only the addition of cold milk or fruit juice and 30 seconds beating, to be ready to serve. It is being distributed through Gristedes, H. C. Bohack, Assoc. Food Stores, Thomas Roulston, Grand Union Stores in New York, and Key Food Stores and Weinstein Food Stores in Brooklyn. Publicity: Jean Stout Brown, Kenyon & Eckhardt, PL. 3-0700.	AMERICAN MAIZE-PRODUCTS ROBY, INDIANA	LOCAL STORES IN NEW YORK
Friday April 8 7:00 P.M.	ANNUAL DINNER AND DANCE "Through the Looking Glass", the annual spring dinner and dance given by the Advertising Women of N.Y., will take place on this date. Johnny of the Philip Morris Co. will be master of ceremonies and gifts and door prizes will be a main attraction. The event is formal and open to the public at \$12.50 per person. Contact: Mary Heeren, PL. 7-4800.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR GRAND BALLROOM
Friday April 8 Going On	TWO STORE PROMOTIONS Two national promotions will be featured in the April-May issue of Mlle's Living. One is "Bedroom, Bedroom, Bedroom" which shows three types of bedrooms, Modern, Traditional and Provincial, and emphasizes the use of documentary fabrics. The other is "The Room That Can Take It", a modern living room featuring Multiplex furniture. Both promotions will start the week of April 11, following the April 8 newsstand appearance of the magazine. Contact: Sara Welles, Mademoiselle's Living, MU. 3-8910.	MADemoisELLE'S LIVING	122 EAST 42ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday April 9- April 10	SPECIAL DISPLAY KATHI URBACH FIGURES A special pair of Chinese figures has been designed by Kathi Urbach for Mrs. Alex Camp, Chairman, Dallas Garden Club Show, for use in a floral arrangement suggested by Kathi Urbach for the Show. A. Harris & Co. her exclusive outlet in Dallas, is doing a simultaneous promotion on Kathi Urbach fabric sculpture. Publicity: Frances K. Carter, Max Rogel & Associates, 60 Park Place, Newark, N. J., MA. 2-3788.	DALLAS GARDEN CLUB SHOW AND A. HARRIS & CO.	DALLAS TEXAS
Saturday April 9- April 24 10:00 A.M.- 10:00 P.M.	OPENING OF GERMAN INDUSTRY SHOW A show featuring such things as cutlery, kitchen utensils, ceramics, table china, textiles for upholstery and drapery and furniture will be open to the trade from 10 A.M. to 1 P.M. daily and to the public from 1 P.M. to 10 P.M. Contact: G.A. Gauerke, U.S.-German Chamber of Comm., WH. 3-7175.	JOINT EXPORT-IMPORT AGENCY	NEW YORK MUSEUM OF SCIENCE & INDUSTRY
Sunday April 10- April 14	WESTERN HOUSEWARES SHOW Manufacturers of housewares will have their first western roundup of merchandise, for mass marketing purposes, at Los Angeles. More than 100 manufacturers are participating to date and several floors of the Alexandria Hotel will be used for the purpose. Contact: Worth Larkin or Dick Bean, Los Angeles Trade Fair, Inc., 1151 Broadway, Los Angeles.	LOS ANGELES TRADE FAIR, INC.	ALEXANDRIA HOTEL LOS ANGELES, CALIF.
April 10- April 14	SOUTHWEST HOME FURNISHINGS MARKET, STATE FAIR GROUNDS, DALLAS, TEXAS CONTACT: H. E. DILL, 402 LACY BUILDING, DALLAS, TEXAS.		

WEEK BEGINNING MONDAY, APRIL 11, 1949

April 11- April 12	ONTARIO ASSOCIATION OF RADIO AND APPLIANCE DEALERS CONVENTION ROYAL YORK HOTEL, TORONTO, CANADA.		
Monday April 11- April 14	CLARA DUDLEY STORE PROMOTIONS A promotion, featuring Clara Dudley, Alexander Smith's color-scheme consultant, will run for these four days. The promotion is designed to tie in with Alexander Smith's national advertising which pictures the decorating problems of actual families. Publicity: Emily Purcell, Alexander Smith & Sons Carpet Co., 295 5th Ave., MU. 9-1300.	ALEXANDER SMITH & SONS CARPET COMPANY	BREUNER'S OAKLAND, CALIF.
Monday April 11- April 18 6:30 P.M.- 7:30 P.M.	LECTURE SERIES <u>NOTE NEW ADDRESS:</u> Employees and students in the home furnishings industries may attend these lectures. April 11, "The American Home: On the Antique and Modern Firing Line" by T. H. Robsjohn-Gibbings, designer and author. April 18, "The Consumer's Problem is Your Problem" by Edith Evans, Mademoiselle's Living, John Gerald, design and merchandise consultant, and Mary Roche, New York Times. Individual lecture fee, \$1.50 each. Reservations must be made in advance. Check or money order made payable to the Home Fashions League should be sent to Josephine Brush, sec'y, Home Fashions League, 155 East 96th Street, New York 28, N.Y. specifying lectures desired.	HOME FASHIONS LEAGUE	ALEXANDER SMITH SHOWROOM 295 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 12 10:00 A.M.- 4:15 P.M.	BRAND NAMES DAY LUNCHEON AND CLINICS Following a 10 A.M. Business Meeting for members only and an 11:30 A.M. Directors Meeting for directors only, there will be a luncheon at 12:30 P.M. in the Grand Ballroom to be addressed by John Foster Dulles at which the "National Brand Names Quiz" and other features will also be held. At 2:30 P.M. five clinics will be held simultaneously: Sales Mgrs. in Astor Gallery; Retail in Jade Room; Brand Attitude Research in Basildon Room; Employee Brand Education in Perroquet Suite and Community Brand Education in West Foyer. Contact: Mr. Ivor Kenway, Brand Names Foundation, Inc., 119 West 57th Street, New York, N. Y., CI. 5-8118.	BRAND NAMES FOUNDATION 119 WEST 57TH STREET	WALDORF-ASTORIA BALLROOM, GALLERIES
Tuesday April 12 12:00 M	REGIONAL MEETING Leading retailers from every section of the country will make reports on general business conditions in their areas at this regional meeting which will start with a luncheon and end with a dinner at 7:30. Senator Joseph C. O'Mahoney will address the dinner meeting, to be followed by reports by five directors of the NRFA. Contact: Maury Nee, P. J. Nee Furniture Stores, Washington, D. C.	NATIONAL RETAIL FURNITURE ASS'N.	SHOREHAM HOTEL WASHINGTON, D. C.
April 12- April 13	CONFERENCE OF PRODUCTION EXECUTIVES, WALDORF-ASTORIA, NEW YORK, N. Y. PUBLICITY: EDWARD K. MOSS, AMERICAN MANAGEMENT ASSN., BR. 9-6055		
Wednesday April 13 10:00 A.M.- 2:00 P.M.	SPRING MEETING AND LUNCHEON The annual Spring Membership Meeting will be held in the morning and will be addressed by Jules Backman, Assoc. Professor of Economics, N.Y. University, on "The Business Outlook"; Rene Lutz, analyst, U. S. Dept. of Commerce on "The Wool Situation"; E. B. Weiss, Dir. of Merch., Grey Adv. Agency on "A Service Job for Manufacturers." At 12:30 luncheon will be served. The speaker will be John C. Sterling, Chairman of the Board, United Newspapers Magazine Corp. In addition, telinews and newsreels of the Carpet Hat Show will be shown. By invitation only. Publicity: Melva Chesrown, Fred Eldean Organization, Inc., EL. 5-7651.	CARPET INSTITUTE, INC. 350 FIFTH AVENUE	WALDORF-ASTORIA ASTOR GALLERY
April 13-15	16TH ANNUAL CONFERENCE, SOUTHEASTERN ELECTRIC EXCHANGE, BOCA RATON, FLA.		
April 14	FIRST DAY OF PASSOVER		
April 15	GOOD FRIDAY		
Friday April 15 Going on	NEW TOWELS A new line of Martex "Complexion" towels, in solid colors correlated with Martex bath towels, hand towels and face cloths will be available on this date at B. Altman, Fertig and Lord & Taylor. These new towels, measuring 9½" x 16", are ideal for guest use. They come in a range of thirteen colors. Publicity: Roland H. Brownlee, Alfred Auerbach Associates, CO. 5-7805.	WELLINGTON SEARS CO.	65 WORTH STREET
April 16- April 24	ATLANTA HOME SHOW, MUNICIPAL AUDITORIUM ANNEX, ATLANTA, GEORGIA CONTACT: IRA W. CURRY, DIRECTOR ATLANTA HOME SHOW, ATLANTA, GEORGIA.		
April 17	EASTER SUNDAY		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 17- April 23	<p>HONEY FOR BREAKFAST WEEK</p> <p>CONTACT: AMERICAN HONEY INSTITUTE, COMMERCIAL BANK BLDG., MADISON 3, WIS.</p> <p><u>WEEK BEGINNING MONDAY, APRIL 18, 1949</u></p>		
Monday April 18- April 24	<p>FOURTH ANNUAL HOME BLDRS. ASS'N. MECHANICS BUILDING HOME BEAUTIFUL SHOW ELECTRIC INSTITUTE BOSTON, MASS.</p> <p>Featuring not only the materials needed for building but also the appliances and furnishings needed to complete the modern home, this show combines in one complete presentation all the features previously included in the All-Electric and Modern Homes Show which were produced on separate dates. Contact: Campbell-Fairbanks Expositions Inc., Park Square Bldg., Boston, Mass., HA. 6-8996 or in New York, PL. 3-3773.</p>		
April 18- April 30	<p>NATIONAL SLEEP SHOW: RETAIL PROMOTIONS THROUGHOUT THE COUNTRY.</p> <p>CONTACT: NATL. ASSN. OF BEDDING MFRS., 200 W. 24TH ST., NYC., WA. 4-5356.</p>		
Tuesday April 19 12:15 P.M.	<p>APRIL LUNCHEON ADV. WOMEN OF NEW YORK HOTEL ASTOR</p> <p>Two women who have left prominent advertising careers to become full-time consumers will address the luncheon meeting on how advertising looks from the outside. They are: Mrs. Ella B. Myers, former Dir. of Advertising, General Foods Corp. and Mrs. Charlotte Montgomery, former copy chief at Hanly, Hicks & Montgomery and now author of Tide Magazine's "The Woman's Viewpoint." Guests are welcome. Contact: Mabel Blake, CI. 5-4149.</p>		
Tuesday April 19 4:30 P.M.- 6:00 P.M.	<p>NAT'L. DISTRIBUTION OF PROCTOR & GAMBLE HOTEL PLAZA "TIDE" TO BE CELEBRATED WHITE & GOLD SUITE</p> <p>The national distribution of Proctor & Gamble's washing product, "Tide", will be celebrated on this date. A representative of Proctor & Gamble will be the speaker. By invitation only to household editors. Publicity: Nellie Mae Leonard, Verne Burnett Associates, MU. 7-9030.</p>		
Wednesday April 20 11:00 A.M. and 8:00 P.M.	<p>LECTURE CLEVELAND MUSEUM CLEVELAND MUSEUM SERIES OF ART & FASHION GROUP CLEVELAND 6, OHIO</p> <p>The last in the series of lectures on interior decoration, sponsored by the Cleveland Museum of Art in cooperation with the Fashion Group of Cleveland, will be given on the following date: April 20 - T.H. Robsjohn-Gibbings, decorator and designer, "Contemporary Furnishings". The lecture will be given in the morning and repeated in the evening. Open to the public free of charge. Publicity: Mrs. Arlene S. Nichols, 1743 Lakefront Ave., E. Cleveland 12, Ohio.</p>		
Wednesday April 20 5:00 P.M.- 7:00 P.M. Cocktails	<p>PRESS PREVIEW: CRYSTAL GEORG JENSEN, INC. 667 FIFTH AVENUE</p> <p>A press preview of new and exclusive crystal pieces, in honor of Orrefors' fiftieth anniversary, sponsored by His Excellency the Ambassador of Sweden, Erik Boheman. Press by invitation only. The exhibit will be opened to the public April 21st. Store hours: 9 A.M. to 5:30 P.M. Publicity: Irene McCallum, PL. 7-2300.</p>		
Thursday April 21 3:30 P.M.- 6:00 P.M.	<p>NEW STERLING PATTERN INTERNATIONAL SILVER CO. WALDORF-ASTORIA</p> <p>A new sterling pattern "Queen's Lace" will be introduced by International Silver Company, at a fashion show. For press and retailers, by invitation only. Publicity: Dora Miller, LO. 3-4285.</p>		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 21 6:30 P.M. Cocktails and Dinner	FOURTH ANNUAL HOME SAFETY AWARD Press and radio representatives and a few others by special arrangement are invited to a cocktail party and dinner. Awards will be made to those manufacturers who have produced home devices making the greatest contri- bution to safety during the past year. By invitation only. Open also at a cover charge to anyone in the trade who is interested. Cocktails at 6:30 P.M.; dinner at 7:30 P.M. Contact: Herbert Askwith, VA. 6-2200.	LEWIS & CONGER 45TH ST. & 6TH AVE.	WALDORF-ASTORIA STARLIGHT ROOF
April 22- May 1	KENTUCKIANA NATIONAL HOME SHOW AND EXPOSITION, ARMORY, LOUISVILLE, KY. CONTACT: ASSOCIATED HOME BUILDERS OF LOUISVILLE, LOUISVILLE, KY.		
April 22	DOWNTOWN SPRING HOME FASHIONS FESTIVAL, LOS ANGELES, CAL. TO MAY 1.		
April 24	EDUCATION FORUM, VENETIAN BLIND INSTITUTE, INC., HOTEL MARTINIQUE, N.Y.C. CONTACT: H. A. LONG, JR., EXECUTIVE SECTY. MU. 6-3974.		

ADVANCE DATES AND NOTICES

Monday April 25- April 28	28TH ANNUAL CONFERENCE OF TRAFFIC GROUP The conference will feature discussions on how to save transportation costs; best methods of increasing production; marking economies; short cuts to speed goods to selling departments. Many manufacturers will ex- hibit products. There will be visits to Boston stores. Registration fees, \$14 per individual for members; \$24 per individual for non-members. Contact: Leonard Mongeon, Manager, Traffic Group, N.R.D.G.A. 100 West 31st Street, New York 1, N. Y., CH. 4-8780.	N. R. D. G. A. 100 WEST 31ST ST.	COPLEY PLAZA HOTEL BOSTON, MASS.
April 25- April 28	TORONTO GIFT SHOW, KING EDWARD HOTEL, TORONTO, CANADA CONTACT: SHOW MERCHANDISING LTD., TORONTO, CANADA		
Monday April 25 Just out	NEEDLEWORK BOOK A new book "The Needlecraft Library" by Elizabeth L. Mathieson, is really eight books in one. Eight categories of needlework included are: embroid- ery, quilts, knitting, crochet, tatting, rugs, afghans and pineapples, with concise and graphic instructions. The book is profusely illustrated with photographs and diagrams. \$2.95. Publ.: William Targ, LU. 2-0180.	WORLD PUBLISHING CO.	107 WEST 43RD ST.
Tuesday April 26- April 29	HOME FURNISHINGS FASHIONS A showing of 50 easel arrangements in the auditorium plus six additional displays in the main area will feature carpets, drapery materials, up- holstery fabrics, wallpapers, paints and furniture. Contact: Mrs. Kay Bollam, director of Oregonian Hostess House and Grace Holm, home decora- tion editor, Oregonian Hostess House, S.W. Bway & Columbia, Portland,Ore.	OREGONIAN HOSTESS HOUSE	S.W. BWAY & COLUMBIA PORTLAND 1, OREGON
Thursday April 28- May 7	PHILADELPHIA HOME SHOW Sponsored by the Home Builders Assn. of Philadelphia and Suburbs, the Home Show will feature more than 500 displays of major appliances, kitchen equipment, plumbing and heating units and building materials. Contact: Carl Metz, Home Builders Assn., Philadelphia, Penna.	HOME BUILDERS ASSN. OF PHILADELPHIA	COMMERCIAL MUSEUM PHILADELPHIA, PA.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 29 2:30 P.M.- 5:30 P.M. Cocktails	SHOWING FOR DECORATORS: VENETIAN GLASS LAMPS Venetian glass lamps, styled by Agnes Morgen, will be shown to decorators at this time. These one-of-a-kind lamps combine the charm of the old world with much of the mood of soft modern decoration. The lamps will be sold through decorators only. Contact: Agnes Morgen, IL. 9-3543.	AGNES MORGEN'S STUDIO	6350 WETHEROLE ST. RIGO PARK, N. Y.
April 30	NATIONAL BABY WEEK TO MAY 7.		
Sunday May 1 Going on	NEW BUILDING TO OPEN On this date the Furniture Market of Pittsburgh, Inc. expects to be in its new building at 933-37 Penn Avenue. Contact: Mr. Ben D. Levenson, Furniture Market of Pittsburgh, Inc., Pittsburgh, Pennsylvania.	FURNITURE MARKET, INC.	PITTSBURGH, PENNA.
May 2- May 7	INTERNATIONAL TEXTILE INDUSTRIES EXPOSITION, HOTEL SHERATON, N.Y.C. CONTACT: ARTHUR TARSHIS, LU. 2-4627.		
May 2- May 8	JAMESTOWN SPRING FURNITURE MARKET, JAMESTOWN, NEW YORK. CONTACT: PAUL E. DENNY, PRESIDENT JAMESTOWN FURNITURE MARKET, JAMESTOWN, NEW YORK.		
May 2- May 9	NATIONAL CUTLERY WEEK, STORES THROUGHOUT THE COUNTRY. PUBLICITY: BETTY TIMKEN, MARION ALLEN, 521 5TH AVE., N.Y.C., MU. 2-2363.		
May 2- May 9	NATIONAL AND INTER-AMERICAN MUSIC WEEK CONTACT: NATIONAL AND INTER-AMERICAN MUSIC WEEK COMM., 315 4TH AVE., NYC.		
Monday May 2- May 9	NATIONAL CUTLERY WEEK; PRIZES FOR WINDOWS During the second annual National Cutlery Week, the Associated Cutlery Industries of America (composed of about 95% of the leading cutlery manufacturers) which sponsors this week, will offer \$500 in prizes for the best window displays of cutlery in hardware stores, department stores, chain stores, sporting goods stores and butcher and restaurant suppliers. Prizes will be awarded on the basis of originality and promotional effectiveness of the display emphasizing the advantages of American-made cutlery. Photographs must be mailed on or before May 25, 1949, to Lewis D. Bement, Secty., Assoc. Cutlery Industries of America, Deerfield, Mass. Publicity: Betty Timken, Marion Allen, 521 Fifth Ave., MU. 2-2363.	ASSOC. CUTLERY INDUS- TRIES, DEERFIELD, MASS.	THROUGHOUT THE COUNTRY
Monday May 2 Just out	NEW GLASSWARE Libbey Glass is introducing its new "Corsage" hostess pattern, its first new glassware shape since the war, to be released through stores all over the country on this date. Designed by Freda Diamond, the new pattern tapers gracefully from the rim to the heavy base, is classic in appearance and blends with traditional or modern settings. Four matching sizes are available and special decorative gift-type packages have been prepared for store promotions. Publicity: Ardelle Coleman, Steve Hannagan Assoc. 247 Park Avenue, PL. 5-2900.	LIBBEY GLASS CO.	NATIONAL STORES
May 8-14	NATL. RAISIN WEEK, CONTACT: CALIF. RAISIN ASS'N., BOX 1469, FRESNO, CAL.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 9- May 13	NATIONAL PACKAGING WEEK, MUNICIPAL AUDITORIUM, ATLANTIC CITY, NEW JERSEY PUBLICITY: EDWARD K. MOSS, AMERICAN MANAGEMENT ASSOCIATION, BR. 9-6055.		
Monday May 9- May 14	NATIONAL COTTON WEEK	COTTON-TEXTILE INST.	COUNTRYWIDE
	Sponsored by the Cotton-Textile Institute and National Cotton Council, Annual National Cotton Week is being held for the nineteenth year. Retail stores will feature it throughout the country and many southern cities will hold cotton carnivals. Publicity: Charles K. Everett, Cotton-Textile Inst., WA. 5-4004.		
May 14- May 20	NEW YORK STATIONERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 5TH AVE., N.Y.C., MU. 9-7147.		
May 16- May 20	MERCHANDISE FAIR - 5¢ to \$5.00, 71ST REGIMENT ARMORY, 34TH & PARK AVE. CONTACT AND PUBLICITY: ARTHUR TARSHIS, LU. 2-4627.		
Monday May 16- May 21 1:00 P.M.- 10:30 P.M.	NATIONAL EXPOSITION 1949	OUR CHILDREN'S WORLD	GRAND CENTRAL PAL.
	For the first year the "Our Children's World" 1949 National Exposition will be held. It will assemble for display modern techniques and products for all phases of child care and will exhibit children's furniture and food in addition to toys, games, books, records, apparel and so on. There will be educational movies, lectures and demonstrations. Admission, 60¢, including tax. Publicity: Horace L. Lyon, PL. 9-8559.		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday April 7- April 17	THEATRE DESIGN OPEN TO PUBLIC	MUSEUM OF MODERN ART	11 W. 53RD ST. N.W. GALLERY, GROUND FL.
	The original model and renderings by Frank Lloyd Wright of a legitimate theatre, to be known as the New Theatre, is now open to the public. Designed for Paton Price, this theatre will be started during the summer. It is to be of lightweight simple metal frame construction with a revolving-type stage and automatic devices for ease in production. The theatre will be built in Hartford, Conn., at a projected cost of about \$200,000. Open to the public from April 7 to 17. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publ.: Betty Chamberlain, CI. 5-8900.		
Thursday April 7- April 30	TEXTILES USED IN HISTORIC RESTORATIONS	ART INSTITUTE OF CHICAGO	AGNES ALLERTON WING CHICAGO 3, ILLINOIS
	An exhibition of curtains and upholstery fabrics constructed from European originals dating from the late 16th to the early 19th century, for use in various historic shrines such as Colonial Williamsburg, Kenmore, Monticello and others will be on display. These textiles were loaned by The Scalomandre Museum of Textiles of New York. Hours: 9 A.M. to 5 P.M., weekdays; 12 to 5 P.M. Sundays; Free on Wednesdays, Saturdays, Sundays and holidays; admission on other days, 30¢ including tax. Publicity: Peter Pollack, The Art Institute of Chicago, Chicago 3, Illinois.		
Friday April 8- April 29 5:00 P.M.	LECTURES ON PORCELAIN	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
	Three lectures on porcelain will be given on the following dates by Huldah Smith: April 8, German and Austrian Porcelain; April 22, French, Italian and Spanish porcelain; April 29, English porcelain. In addition, on April 12 and April 26 there will be a movie program at the same hour on porcelain manufacture. Contact: Lillian Green, RH. 4-7590.		

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS (Continued)

- Friday
April 8
3:30 P.M.-
6:00 P.M.
- EXHIBIT: LATIN AMERICAN
DECORATIVE ARTS
- THE BROOKLYN MUSEUM
- EASTERN PARKWAY
BROOKLYN 17, N.Y.
- A reception for members only will be held on this date. The occasion is the showing of the recently acquired Braden Collection of Latin American decorative arts. The guest of honor will be Mrs. William A. Braden, mother of the Honorable Spruille Braden, former United States Ambassador to Argentina. Mrs. Braden assembled this brilliant collection. It will be open to the public on Saturday, April 9. Hours: 10 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Publicity: John Gordon, NE, 8-5000.
- Tuesday
April 12
2:00 P.M.
- OPENING OF
EXPANDABLE HOUSE
- THE MUSEUM OF
MODERN ART
- 11 WEST 53RD STREET
THE GARDEN
- The expandable house, designed by Marcel Breuer, the well-known American architect, for which ground was broken in January, will be shown to the press on this date and to the public on April 14. A separate entrance for visitors to the house will be maintained at 4 West 54th Street; admission 35¢. The interior furnishings, assembled by New Design, Inc. of New York, will include Breuer-designed tables molded entirely of a single piece of plywood, soon to be available in this country; also a new line of chairs designed by Breuer. Other well-known furniture designers whose work will be represented are Charles Eames, Eero Saarinen and Alvar Aalto. Furniture and furnishings will be in keeping throughout with the needs and income of the average suburban family likely to build such a house. The house can be built in its first phase for about \$20,000 and in its later phase for \$25,000. It will be on exhibition for six months. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI, 5-8900.
- April 15
- 13TH CERAMIC NATIONAL EXHIBITION, CINCINNATI ART MUSEUM, TO MAY 8.
- Sunday
April 17-
May 8
- EXHIBIT
- WORCESTER ART MUSEUM
- WORCESTER, MASS.
- An exhibition of designs for modern buildings for schools and colleges will open on this date. Contact: Worcester Art Museum, Worcester, Mass.
- Tuesday
April 26-
June 26
- PRESS PREVIEW
- LOBMEYR GLASS
- MUSEUM OF MODERN ART
- A press preview of Czechoslovakian glass of modern design created by Lobmeyr especially for this exhibit. A majority of the designs to be on view have not been previously exhibited elsewhere. Open to members of the press only. The public will be admitted from April 27 to June 26. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI, 5-8900.
- Tuesday
May 17-
October 1
- AMERICAN TEXTILES OF
THE 18TH & 19TH CENTURIES
- ART INSTITUTE
OF CHICAGO
- AGNES ALLERTON WING
CHICAGO 3, ILLINOIS
- A group of American textiles of the 18th and early 19th centuries from the Institute collection will be shown in connection with the current exhibition, "From Colony to Nation." Hours: 9 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Free on Wednesdays, Saturdays, Sundays and holidays; admission on other days, 30¢ including tax. Publicity: Peter Pollack, The Art Institute of Chicago, Chicago 3, Illinois.

DATEWHAT'S GOING ONGIVEN BYWHERERADIO AND TELEVISION NEWS

Tuesday
April 12
9:45 P.M. ADVENTURES IN BUSINESS STATION WEVD 117 WEST 46TH STREET
Harriet Sherry, well-known decorator and dealer in antiques, will be the guest of Richard Roffman, moderator and interviewer. She will tell about her business and the opportunities it offers for jobs. Contact: Richard Roffman, MU. 3-9093.

Wednesday
April 20
3:15 P.M.-
3:45 P.M. TELEVISION PROGRAM WNBT N.B.C. TELEVISION
"MEET THE EXPERT" CHANNEL 4 NEW YORK AREA
Louise Ferrell, rug demonstrator for James Lees and Sons, will show Columbia & Minerva hand-hooked rug making on this program. She and several clubwomen will compete to see who can get the most done on a hooked rug during the program. One of the competitors will use the Columbia & Minerva robot rug needle, a new device for speeding up the hooking of rugs. Contact: Jean Blackburne, Fashion & Merchandise Coordinator: James Lees and Sons Company, 295 Fifth Avenue, MU. 5-1660.

TELEVISION GUIDE

Editor's Note: We plan to run brief notes on television stations and contacts all over the country for the benefit of our subscribers who have products suitable for promotion or advertising in this medium.

Atlanta, Georgia. Station WSB-TV - Atlanta Journal Co., Biltmore Hotel, Atlanta, Georgia. Program Manager, Marcus Bartlett.

Baltimore, Maryland. Station WAAM - Radio-Television of Baltimore, Inc. 3725 Malden Ave., Baltimore, 11, Md. Program Manager, Ted Estabrook.

Boston, Massachusetts, Station WBZ-TV - Westinghouse Radio Stations, Inc. 1170 Soldiers Field Rd., Boston, Mass. Program Manager, W. Gordon Swan.

EDITORIAL REQUIREMENTS

For the Bridgeport Post, 410 State Street, Bridgeport, Conn. The Sunday Feature section of this newspaper can use information relating to all phases of home furnishings. The editor is particularly interested in material relating to new designs in furniture, lamps, china, glass and so on. Local outlets are preferred but trend material is used on occasion. Good, clear photographs for illustration are required. Contact: Mrs. Alice Connolly, Woman's Editor, 153 Mansfield Street, New Haven, Connecticut.

REPORT ON GIVE-AWAY SHOWS

For Prizes, Incorporated, 130 East 44th Street, New York 17, N. Y. This organization, the official representative for over 150 radio shows, has recently acquired a number of television outlets throughout the country. Manufacturers desiring radio and television publicity can receive this by simply awarding their products as prizes on these give-away shows, which are largely network affiliates, coast to coast. There is no further cost whatsoever to the manufacturer. For information contact: Mr. Don Barry, Prizes, Incorporated, 130 E. 44th St., New York 17, N. Y. MU. 7-4375.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor

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